

ATEC UPDATE

CANADIANA

SEP 3 1997

ATEC Privatization Official!

Privatization became a reality for ATEC on March 20th, 1996 at the first Annual General Meeting of the new not-for-profit corporation.

The signing of the legal agreement marked the end of ATEC's history as a crown agency associated with the Department of Economic Development and Tourism.

So what does privatization mean for you, our customers and industry partners? Well, you've already experienced some of the changes ATEC has had to make in order to remain competitive while striving for financial viability. For instance, the ALBERTA BEST program underwent major structural changes over a year ago when it converted to a licensed distributor delivery model. This innovative approach has proven to be very successful with over 35 companies and individuals now licensed to market and deliver the ALBERTA BEST program across

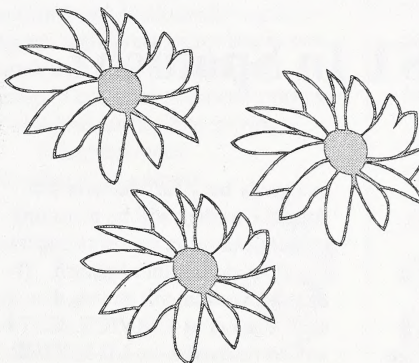


Alberta and internationally! ALBERTA BEST is as strong as ever and available to everyone throughout the province.

The change in the ALBERTA BEST delivery model is only one in a series of exciting new

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**ATEC UPDATE IS A
PUBLICATION OF ATEC**

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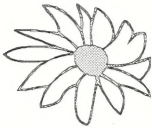
ATEC
...meeting your
training needs!

ATEC Privatization...Con'd

developments for ATEC. ATEC is also undergoing a fundamental restructuring to ensure our programs and marketing approach are more responsive to our customers.

As a private sector corporation, we must provide products and services that are accessible, affordable, valuable and relevant to our customers. This is no different than the challenge facing any business today, especially the businesses of our customers.

With privatization behind us, our goal is to meet your training needs with our existing products or work with you on an individual basis to tailor our training tools to fit your more specific needs. If you have a training challenge, we'll help you find a workable solution!



SERVICE BEST In Spanish? Bueno!

It's true. SERVICE BEST is going Spanish! This new version will be available to Spanish speaking communities in San Jose, Costa Rica as early as July, 1996.

Shannon Price, Director of GTS Consulting Group, and Antonio Arreaga-Valdes, President of Grupo Latino Americano de Exportaciones S.A. (known as Grulaex), are now licensed to deliver SERVICE BEST seminars in Costa Rica, making Costa Rica the first Latin American country to have access to SERVICE BEST.

ATEC is proud to be in partnership with GTS Consulting Group and Grulaex. We are "excited at the opportunity to share our successful SERVICE BEST program with Costa Rica and other countries in Central and South America" says Al Parsons, Executive Director of ATEC.

The next two months will be

Rimrock Resort Hotel - Exceeds Customers' Expectations

The Rimrock Resort Hotel, located on Mountain Avenue in Banff, is a hotel committed to service excellence. Their involvement in ATEC programs began in 1994, shortly after the hotel was opened. Since that time, 75 staff members have registered in ATEC Certification and already 33 employees are certified. The Rimrock's involvement in ATEC certification clearly demonstrates their commitment to professional training and development.

ATEC Professional Certification programs have had a tangible affect on day-to-day operations at the Rimrock. Ken Cretney, Food and Beverage Director, has seen the results and has this to say, "The management team was aware of the competitive market our hotel was facing prior to opening our doors. Service Excellence became our primary goal in order to ensure a

successful position in the market. We wanted to provide the best service; service beyond customers' expectations. To accomplish this, we investigated ATEC Certification programs and made the decision to begin with a pilot group of 20 Food and Beverage Servers. Interest was incredible! Staff knowledge and performance was challenged and supervisors were motivated to work with front-line servers, improving service and competence levels. The results have been astounding! Overall service levels have improved, sales have increased and customer comments are extremely positive. We receive letters from customers and groups who consistently comment on the excellent service. We have now expanded the programs into the Rooms Division with Front Desk Agent and Housekeeping Room Attendant Certification. We intend to set a policy direction for mandatory ATEC Certification in the near future. From our perspective it makes good business sense!"

extremely busy for Shannon and Antonio, as they will be recruiting trainers, choosing sponsors and translating the materials into Spanish. The Spanish version will be based on the same content as SERVICE BEST but will be referred to as **LO MEJOR DE COSTA RICA** in Central America. Initial seminars will be presented for the first time in English this month.

The Spanish version will be available to communities throughout Central and South America by July of this year. Currently, Shannon and Antonio are promoting the program by sending invitations to directors, managers and officials from tourist oriented companies as well as to universities and various associations throughout Latin America. "Those who attend the initial seminar will receive honorary membership status for being the first participants through the program" says Shannon

Price, Director of GTS Consulting Group.

The combined knowledge and expertise of both individuals will lend to the success of this business venture. GTS Consulting has been actively involved in the tourism industry for 5 years and has experience in management, training program evaluation and development. Its Spanish partner, Grulaex, has special insight into the business environment of Central and South America. In business since 1975, Grulaex has acquired many contacts through the import and export of products and services between Canada and Latin America.

"ATEC is excited about this newly formed partnership," says Al Parsons "and thrilled with the dedication, calibre and commitment demonstrated by GTS Consulting and Grulaex."



Upcoming Seminars

The following seminars are scheduled for June. To receive an updated listing of ALBERTA BEST trainers, contact Jennifer Kluthe at the ATEC office.

Canmore/Banff - Alison Day, 678-2833

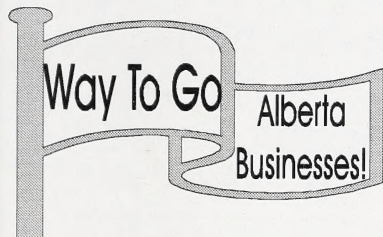
June 11 Staff Seminar
June 12 Staff Seminar

Medicine Hat - Jan Procter, 526-4355

June 3/4 Management Seminar
June 11 Staff Seminar

Brooks - Jan Procter, 526-4355

June 24 Staff Seminar
June 24/25 Management Seminar
June 25 Staff Seminar



➔ Our year-to-date statistics indicate that 30,000 participants have gone through ALBERTA BEST service excellence training seminars. Way to go!

➔ March and April were extremely busy months for our ATEC Evaluators. 40 employees were evaluated and successfully completed certification. Congratulations everyone!

Serving Their Best!

ATEC would like to congratulate the following winners of the *Serv-Us Best!* Contest:

December: Wayne Huston, Red Deer Lodge

January: Lois Taylor, Crestwood Hotel

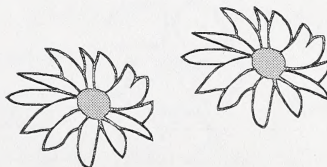
February: Lorraine Larter, Motel Magic (pictured below)



March: Peggy Semeniuk, Crestwood Hotel

This contest is part of the *Serving You Our Best!* Business Recognition Program, which recognizes businesses for making a commitment to staff training. Customers nominate employees who give outstanding service.

Congratulations once again to all winners!



Correction Notice:

The contact name listed in the 1996 Service Directory for the ARFA office should be Elizabeth Kuhnel. She is the President/CEO of the Alberta Restaurant & Foodservices Association.

Youth Program - Classroom Training Set To Begin!

The very successful Tourism Careers for Youth Project has been well received again this year.

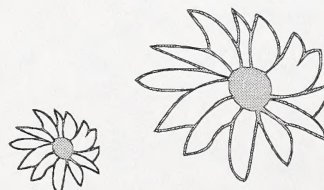
The Youth Project is an innovative school-to-work transition program, coordinated nationally by the Canadian Tourism Human Resource Council and funded by Human Resource Development Canada. The Youth program is being administered in Alberta through ATEC.

The goal of this project is to train and place 200 high school graduates in one of four tourism occupations: Food and Beverage Server; Bartender; Front Desk Agent; and Housekeeping Room Attendant. The Tourism Careers for Youth Project offers an effective combination of classroom training and work experience that provides young people with the skills, knowledge and experience necessary to begin a rewarding career in tourism.

Classroom training begins on May 28 on a part-time basis and will progress to full-time on July 2 for two weeks. Trainees will begin working and training in the workplace on July 15.

Project sites will be based in Edmonton, Calgary, Red Deer, Lloydminster and Peace River. There will also be a group of trainees that will work in businesses located in the mountain parks. This group will attend full-time training for three weeks in August and will commence workplace training in September.

If you are an unemployed high school graduate between 18-24 and want to work in tourism, then this project is for you! To find out more information, call ATEC and ask for Craig Milligan, Tourism Careers for Youth Project Coordinator.





WE WANT YOU . . .

to give us your ideas and suggestions!!

NAME OUR NEWSLETTER CONTEST


GRAND PRIZE


Weekend Getaway for Two at Tunnel Mountain Chalets in Banff

-- prize package includes two nights accommodation (restrictions may apply)



GIVE US YOUR STORIES/SUGGESTIONS

What news do you want to read?

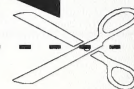
What information is useful for you?

What have ATEC training programs done for your business?

Do you have any upcoming events we should know about and/or include in our newsletter?

**3 random prizes
of ATEC merchandise
will be given away
just for participating!!**

PLEASE FILL OUT THE ATTACHED (DEADLINE JUNE 15, 1996)



What is your suggested name(s) for our newsletter? (*Be as creative as possible.)

What are your suggestions regarding the types of information you would like to see included in our newsletter?

What story idea(s) do you have? (*Article submissions are encouraged.)

Upcoming Events?

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